

TALARIS

Cash Handling Solution Manufacturer Streamlines Complex Quotations



Company

Talaris
Watertown, WI
www.talaris.com

Benefits

- Product & price changes are deployed to the sales force with greater speed & efficiency
- Geographic-based product rules ensure the right products are sold in the right country
- Discounting & pricing policies are easily managed
- Microsoft Dynamics CRM integration



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Talaris are world experts in cash management handling solutions. A global business of more than 2,100 personnel, Talaris operates from more than 20 countries and delivers cash handling solutions on every continent, wherever money moves.

With an excess of 250 patents granted across 26 countries, Talaris continues to innovate and deliver solutions from a portfolio of technology and services.

Challenge

The North American division of Talaris was struggling to configure quotes for the hundreds of products they sell with an in-house developed Access database comprised of many different tables and rules. One person managed the system creating a challenge to get pricing changes and updates rolled out to the sales team in a timely manner. The speed to market was extremely slow, oftentimes taking months to distribute updates to the sales staff.

In an effort to streamline business both internally and externally, Talaris had recently completed a successful implementation of Microsoft Dynamics CRM. Talaris identified in that process the value a product configurator would add to the benefits of the new CRM solution. They were looking for a solution that integrated tightly with their Dynamics CRM platform.

Solution

"We chose Experlogix during the selection process as it was the most robust of all solutions as well as the most seamlessly integrated. On all fronts, usability and the manageability of the tool were our two primary focuses. Both of these drivers led us to Experlogix when we were comparing it to other configurator tools on the market", says Joe Cooper, US Project Manager at Talaris. "The deployment was technically seamless. The whole process of learning and using the configurator itself, the formulas and the logic, is very intuitive and leverages simple Excel logic to learn and manage".

Prior to implementing Experlogix, the Talaris IS team needed to step back and analyze what basic configurations were required for their particular business and decide how best to set them up. "The inherent functionality of Experlogix and the timing of the implementation incited us to do a full review of how we could be most efficient and most profitable by managing pricing and discounting correctly. This review of our whole selling process made Talaris a better company", says Cooper.

Result

Experlogix has proved to be an outstanding fit for Talaris. They needed a tool that does not require a technical resource to manage and can be owned by the organization which makes the daily or periodic changes to the business. Product management can now make changes to the product configurations within Experlogix and distribute to their field sales team within hours. They can input notes in the tool and advise the sales people on risk points in the configuration process ensuring the customer is getting what they need.

The overall advantages of using Experlogix for Talaris were the savings in cost and time. The return on investment of using Experlogix for Talaris includes speed to market of new pricing, the ease and speed of updating configurations and the ability to manage communication to the field the same day.

Talaris gains value exponentially from each new release of Experlogix. For example, a recently introduced security role feature within Experlogix is helpful to Talaris as it only sells some of their products in particular regions. The feature ensures the sales person can offer only those products allowed in each geographical area. The exchange happens seamlessly between the US and Canadian offices.

According to Cooper, "The level of service we received from Experlogix is another differentiator for the product. We now have a tool that enables us to do the work ourselves and when we request support the response has always been excellent. We undoubtedly made the right decision; Experlogix is the leader in product configurators for Dynamics CRM".